



ameri**face**

Educate|Inspire|Serve|Lead

Making a world of difference in a world of facial differences



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FOR IMMEDIATE RELEASE

AMEX, WELLS FARGO, CHASE, BofA CUSTOMERS WELCOME BIG CHANGE
SwipeGood Team “Rounds Up” Support for National Charity AmeriFace

Las Vegas, NV – Customers of the nation’s highest-profile banks and credit card issuers are making big changes in the way they support the non-profit sector, San Francisco-based start-up SwipeGood announced this week.

The company recently added Wells Fargo, Chase and Bank of America to the list of financial institutions whose debit and credit card users can directly support AmeriFace, a charity headquartered in Las Vegas with a vast nationwide network supporting children born with cleft lip and palate and other craniofacial conditions.

Customers of credit card giant American Express were the first to utilize SwipeGood’s innovative platform.

“It’s all about making change simple and effortless so more people can be part of it,” says SwipeGood partner Anthony Nemitz. “We’re a consumer society. Why not take the act of purchasing and turn it into an act of giving?”

A former software engineer and product manager at eBay, Nemitz and his partners knew that even in the current struggling economy there was a better way to fund the essential programs non-profits provide every day to those in need around the country.

Partner Steli Efti, former CEO and founder of educational startup Supercool School, an online learning platform with 3,000 schools in 30 countries, explains how the program works.

“When cardholders supporting AmeriFace enroll with SwipeGood, each of their everyday purchases is rounded up to the nearest dollar,” he said. “Once a month, the ‘change’ is donated to AmeriFace and its family of programs.”

“Cleft lip and palate is the most common birth defect in the United States,” shared AmeriFace executive director Debbie Oliver, a Las Vegas mother of six who founded the organization’s most active program, cleftAdvocate. “So many Americans believe these conditions occur only in developing countries,” she said. “But nothing could be further from the truth.”

The Centers for Disease Control and Prevention (CDC) reports that approximately one in every 600 babies in the United States is born with a cleft. A cleft occurs when sections of the upper lip and/or roof of the mouth do not fuse during early development of the fetus, leaving a large gap in the bone and tissue requiring reconstructive surgery over a period of many years.

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"There's a lot that goes into meeting the medical and psychosocial needs of these patients and families," said Oliver. "We're thrilled to partner with the SwipeGood team and those embracing their vision."

"Ours is an overwhelming task," said Dr. David J. Reisberg, speaking of the high demand for AmeriFace's nationwide cost-free services. Reisberg serves as president of the organization and is a professor at the University of Illinois Chicago. He serves patients at the UIC Craniofacial Center, specializing in maxillofacial and dental prosthetics.

"The cost of cleft-related reconstructive surgery and treatment can exceed \$100,000 per patient," said Reisberg, "often leaving families with nowhere to turn for assistance." The figure climbs considerably for treatment of more complicated craniofacial conditions, he said.

SwipeGood partner Thomas Steinacher, creator of one of the most viral Twitter applications ever and winner of the European Contest for Young Scientists for his work with multi-touch visualization, said the average contribution per donor is about \$20 per month. SwipeGood retains a small percentage as an administrative fee.

"This year AmeriFace celebrates 20 years of support to the craniofacial community," Reisberg shared. "Our partnership with SwipeGood will allow us to serve even more patients and families in the coming years."

SwipeGood advisors include Robert Chatwani, who currently leads the Global Citizenship team at eBay, as well as Veer Gidwaney, the founder and CEO of DailyFeats, and Philip Kaplan, co-founder of Blippy.

The company's work was recently highlighted on the FOX Business Network, in the San Francisco Chronicle and Inc. Magazine.

"The idea was simple," said Nemitz. "There was no formal business plan, no SWAT analysis, and no business school rhetoric. We were a group of friends willing to bet it all in order to change the world."

"We believe if you make it easier for people to give - more people will give," said Steli. "And the more people give, the bigger impact we can have together."

Oliver smiled. "With SwipeGood's help, we are making a world of difference in a world of facial differences."

To support AmeriFace through the SwipeGood platform, visit www.ameriface.org.

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About AmeriFace

EDUCATE | INSPIRE | SERVE | LEAD

The mission of AmeriFace is to provide information and emotional support to individuals with facial differences and their families and increase public understanding through awareness programs and education on behalf of those we serve. We support individuals whose facial differences are present at birth, as well as those who have acquired facial differences as a result of illness, disease or trauma, such as stroke, cancer, accident and burns. Learn more at www.AmeriFace.org or call toll-free (888) 486-1209; local (702) 769-9264. **AmeriFace is a 501(c)(3) tax-exempt public charity (#32-0085490).**

About SwipeGood

SwipeGood is all about making change simple and effortless so more people can be part of it. Together we can solve big problems with small actions. Together we will make a big difference in the world. We are a team of highly passionate and purpose-driven individuals who want to democratize charitable giving by empowering everyone to give a little every month. Learn more at www.swipegood.com.

Documents and photos are available for this release.